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## **SPECTRA IS NEW TICKETING PROVIDER AT MIAMI**

University of Miami is bringing Spectra on board to implement a new ticket sales and marketing program. Spectra, a division of Comcast Spectacor and formerly known as Paciolan, will become the Hurricanes' official ticketing provider.

Miami's new arrangement with Spectra's ticketing and fan engagement group comes at a time when the 'Canes have been expanding their sales and marketing capabilities. They just hired four new employees who will work on outbound ticket sales, giving them a total of eight in that area.

Jason Layton, Miami's senior associate athletic director, was hired 10 months ago, in part to revamp Miami's ticket-selling procedures.

Its deal with Ticketmaster expired earlier this year and after negotiations with both companies, Miami opted for Spectra.

"We really like the sales and marketing tools that Spectra has at its disposal," said Layton, who joined Miami after two years at Colorado State. "Spectra's software does a great job of tracking the fans as they go through the ticket-buying process, and it helps us learn about their buying habits."

In addition to working with Miami on implementing new ticketing software, Comcast Spectacor already works with Miami on the venue management of its basketball arena, BankUnited Center.

"One of the big differences going forward is that everything in the ticket-buying process will be done under the Miami brand, not a third-party brand," said Dave Butler, Spectra's CEO and president. "With the arena management as well, this will be one of our most integrated partnerships."

Miami will be using the full suite of marketing tools from Spectra, including its mobile sales and delivery, personalized emails and retargeting, all of which will enable Miami to track potential ticket buyers and donors at every level of engagement.

"We'll really be able to see what the consumer looks like, while tracking their behavior," Layton said.

Spectra has more than 100 college clients using its ticketing services.